

EU tourism policy priorities and actions

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Economic Importance of Tourism

- **Europe - Nr 1 destination of the world**, 620 million international arrivals (2016), 50% of world's total
 - ✓ EU 28 - 500 million international tourist arrivals (2016), 40% of world's total
- **The 3rd largest economic activity in the EU**
- **Dominated by SMEs** (>90% = 3.4 million)
- **Direct and indirect contribution:**
 - **9.7% of EU GDP**
 - **25 million jobs** (10 % of the total labour force)
 - **20%** of the employees in the sector are **aged below 25**
- **Spill-over effects:** agro-food, transport, construction, retail, culture, design, etc.

Legal and Policy Framework

Lisbon Treaty Art. 195

**Complement, support
and coordinate** the
action of the Member
States

Creating a **favorable environment** for
development of undertakings
Promote **cooperation between MS** and
exchange of good practice

No harmonisation of
the legislative measures
of MS



Communication COM(2010)352

*« Europe, the world's No 1 tourist destination – the political framework for
tourism in Europe »*

Challenges for European tourism

Administrative
obstacles to
businesses,
lack of
awareness of
**funding
opportunities**

Increased
competition
from
destinations in
emerging
countries

**Low ICT
uptake,**
keeping up with
digitalisation

Quality of jobs
in tourism,
**appropriate
skills**
development

4 PRIORITY ACTIONS 2016 ONWARDS

Improve
business
environment
and facilitate
access to
finance

Promotion of
destination Europe
and
internationalisation
of SMEs

Uptake of
Digitalisation
(+ sharing
economy)

Enhance skills and
training & workforce
mobility

CCIs cross-overs

Innovation



Image
(people,
investors)



Tourism



Urban
regeneration



Healthcare



Firms with links to CCIs have **stronger innovation performance**

Firms combining creative and technology skills **grow 2x faster** than other firms

Tourists buy **50% of high-end fashion goods** in EU shops

Cultural tourism = 37% of global tourism and growing

EU Funds

80 % of EU budget is managed by national or regional governments

1. EU funds managed centrally by the Commission/Executive Agencies, available through **open calls for proposals** (e.g part of COSME, Erasmus+)

http://ec.europa.eu/contracts_grants/

2. EU funds managed through shared management with Member States (European Structural and Investment Funds)

Contact : **Managing authorities in each Member State**



- The guide covers the most important EU programmes for the tourism sector
- It focuses on (in)direct funding opportunities
- Examples of funded projects
- Dedicated annex to coastal and maritime tourism

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COSME

EU programme to strengthen the competitiveness and sustainability of the Union's enterprises and to encourage an entrepreneurial culture and promote the creation and growth of SMEs

Budget: 2,3 billion euros 2014-2020

Objective 1: Access to Finance

Objective 2: Access to Markets

Objective 3: Better conditions for business (Budget for tourism)

Objective 4: Encourage entrepreneurship

Tourism actions planned under COSME 2017 (1)

Total budget for tourism EUR 5.4 MLN

I) Creating conditions for a favorable and competitive environment for tourism businesses, in particular through enhanced socio-economic and market intelligence and exchange of best practices

a) provision of additional content for the “Virtual Tourism Observatory” portal, to provide the most updated statistical information, analysis and mapping of policy and legislation relevant for the EU tourism sector.

https://ec.europa.eu/growth/tools_databases/vto/?field_section_tid=151

b) organization of a number of events

European Tourism Forum (Presidency event) and the European Tourism Day + other workshops and targeted events on different topics e.g. Digital tourism network, sharing economy, EDEN Network meetings, etc

Tourism actions planned under COSME 2017 (2)

II) Diversifying and increasing the visibility of Europe's transnational tourism offer

(a) **launch call for proposals to support the promotion and development of transnational thematic tourism products.**

A particular focus will be given to exploiting synergies between **tourism and cultural and creative industries.**

Publication foreseen: end April 2017

Submission deadline: end June 2017

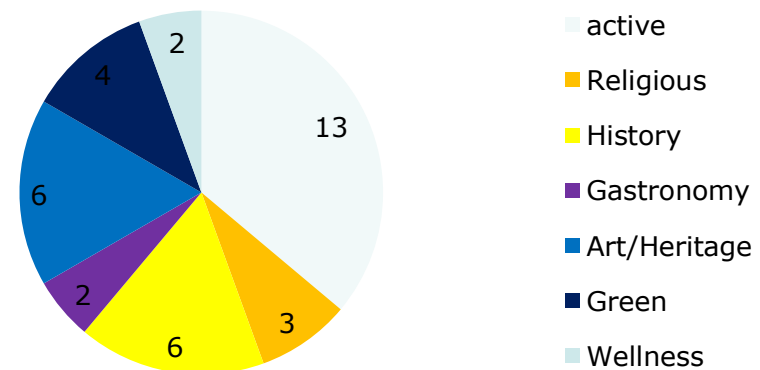
http://ec.europa.eu/growth/contracts-grants/calls-for-proposals_en

Support to sustainable and cultural transnational thematic tourism products (itineraries, routes, trails...)

The Commission has directly supported through calls for proposals the development and promotion of numerous transnational tourism products over the period 2011 – 2015 under different programmes.

http://ec.europa.eu/growth/sectors/tourism/offer/sustainable/transnational-products/index_en.htm

- ✓ **Total investment : 8,4Mil€**
(EU co-financing 6,7Mil€)
- ✓ Number of projects up to 2015: **37**
- ✓ **organizations involved: 303**



Examples of the co-financed projects:

- EuroVelo routes
 - Iron Curtain Trail (EV 13)
 - Central Europe Route (EV 4)
- Hiking trail along Danube
- Via Francigena and the Pilgrimage Ways
- CERA-DEST European Route of Ceramics
- Venetian Routes
- European Equestrian routes
- LIMES (the frontiers of the Roman Empire)



Tourism actions planned under COSME 2017 (3)

(b) **European Destinations of Excellence (EDEN)**

Ad-hoc grants for "Promotion of existing European Destinations of Excellence" <http://ec.europa.eu/eden>

> **140 destinations** and +/- 350 runners-up awarded

> **selection developed around an annual theme (leitmotif)**, chosen by the Commission together with the relevant national tourism bodies

- 2007 – rural tourism
- 2008 – local intangible heritage
- 2009 – protected areas
- 2010 – aquatic tourism
- 2011 – tourism & regeneration of physical sites
- 2013 – accessible tourism
- 2015 – tourism & local gastronomy
- 2017 – cultural tourism



> **EDEN Network** - a platform to exchange good practices at European level between awarded destinations.

Tourism actions planned under COSME 2017 (4)

EDEN 2016-2017 edition: Cultural tourism

- > **Cultural tourism** accounts for **+/-50%** of all European tourism
- > **Focus on local tangible cultural assets:** cultural-historical heritage, monuments, historical sites, museums, galleries, contemporary architectural sites, etc.
- > Selection of national EDEN winners: 1 April 2017 – January 2018.
- > National Award ceremony: end of 2017
- > EU Award ceremony: March/April 2018



Tourism actions planned under COSME 2017 (5)

(c) actions to promote Europe as a tourist destination via cooperation with the European Travel Commission (ETC).

The focus will be on transnational thematic products such as: cultural tourism, creative industries and high-end products, gastronomy, natural heritage, etc.

Objective: to support the participation of tourism SMEs and their associations in major international tourism fairs in Europe and third countries' markets.

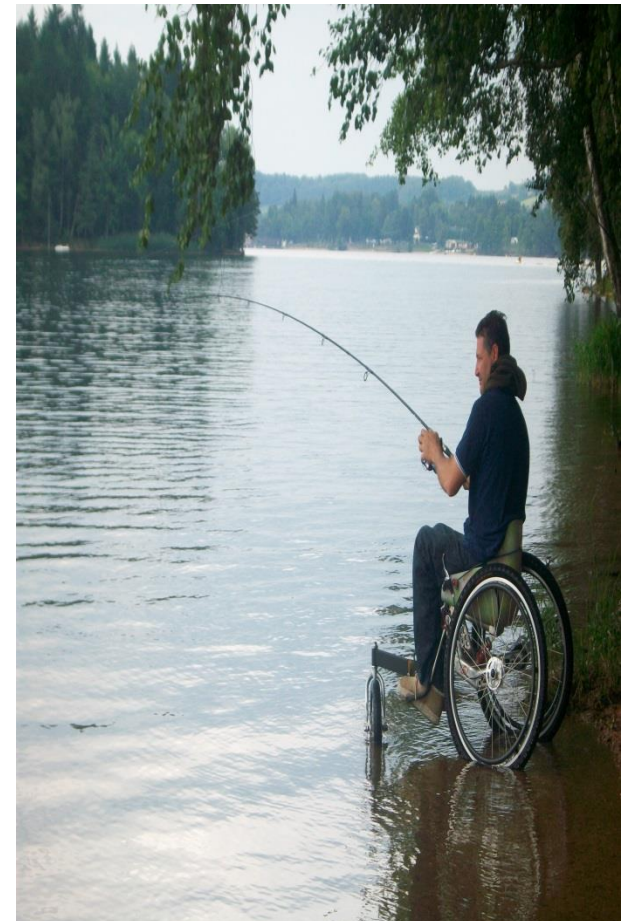
- **organisation B2B matching events - presence at 10-12 fairs covered in China, US, Brazil, possibly also India or Russia;**
- **World Bridge tourism (with EP) – to attract Chinese tourists**
- **Promotion of Europe campaign "*Europe. Whenever you are ready*"**
- **2018 EU – China Year for Tourism**

How do we support 'cultural tourism'?

- ✓ Cooperation with the **Council of Europe** on its “**European Cultural Routes**” programme + Organisation of fairs on cultural tourism “Crossroads of Europe”. <http://www.culture-routes.net/cultural-routes>
- ✓ Cooperation with **UNESCO** in order to enhance the visibility of **UNESCO sites** in Europe as tourism destinations. **4 Routes** are under development and will be advertised via National Geographic in 2017: Romantic Europe, Royal Europe, Ancient Europe and Underground Europe.
- ✓ Cooperation with **UNWTO** on **Western Silk Road** Tourism Development

How do we support "Accessible tourism"?

- > **Several studies** for the assessment of the supply and demand side of accessible tourism
- > **Co-financed 16 projects** related to the design, implementation and marketing of accessible tourism itineraries.
- > European online registry: **PANTOU**
<http://pantou.org>
- > European Excellence **Awards for Accessible Tourism** and **Access City Awards**
- > **EU Disability card**
- > **European Accessibility Act**



Skills

Study "Mapping and Performance check of the supply side of tourism education and training" (February 2016).

Why is it difficult to attract and retain skilled workers?

Mismatch between needs of industry and education offer

- Lack of basic skills (intercultural, interpersonal, languages)
- Need to adapt to rapid technological change, new trends in customers' needs

Poor image of tourism careers because of

- Seasonality (Part-time, temporary work, high turnover)
- Poor job quality (weak training culture, uninspiring career paths, inequitable salaries)

Skills development in the tourism sector

*Preparatory
initiatives
2013-2016*

*New Skills
agenda 2016
Blueprint for
sectoral
cooperation on
skills*

*Call for proposals
Erasmus+ (2017)*

Call for tender
COSME (2017)

Major tourism events 2017-2018

- > European Tourism Forum, Estonia, 18 October 2017**
- > European Tourism Day, Brussels, 28 November 2017**
- > 2018 European Year of Cultural Heritage + EU – China Tourism Year**



Contact details

**European Commission,
Tourism website:**

http://ec.europa.eu/growth/sectors/tourism/index_en.htm



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Thank you

2018, EU - CHINA TOURISM YEAR

China - the world's largest travel market as outbound travel and expenditure.

EC organizes it together with China National Tourism Administration (CNTA). The European Travel Commission (ETC) was mandated by the European Commission to play a central role in cooperative marketing campaigns during the EU-China Tourism Year.

The main EU priorities are to:

- > show what the EU has to offer to Chinese visitors by marketing campaigns
- > help the industry to be 'China ready' (i.e. how to better welcome Chinese visitors) facilitate business summits
- > organise B2B matchmaking meetings for tourism operators at the most important fairs

European Tourism Indicator System (ETIS) for Sustainable Management of Tourist Destinations

A tool to support destinations in monitoring and in measuring their sustainable tourism performances

The ETIS toolkit provides the primary support (guidelines) , a step-by-step guide to the implementation of the System, explanations of what the **indicators** are and how to use them.

ETIS has been tested in around 200 destinations and is available at:

http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/indicators/index_en.htm



Potential of food-tourism



"Food tourism is the exploration of food as the purpose of tourism".

Long (1998), Culinary Tourism.

- ✓ It has a positive impact on local economies and job creation
- ✓ important spill-overs on other sectors (e.g. agri-food)
- ✓ a major contributor to overcome seasonality
- ✓ Food-tourism goes beyond tasting, it is also about food events, gastronomic routes and cooking classes/workshops.

Travellers seeking gastronomic experience



1 in 5 international visitors to Europe
are involved in **gastronomic** activities
on their trip



Travellers seeking the
authenticity of the
places they visit
through food.



A demanding group
who value gastronomy
as a way of **socialising**.



They are typically
better **educated**, more
affluent and **spend**
more on travel.



They are usually **local**
travellers, but
international food
travel is growing